

ABSTRACT

Kartu Prakerja Program is a form of utilization of the development of internet technology in overcoming the problem of labor competitiveness in Indonesia which is still relatively low. The Kartu Prakerja is a place where participants can improve their skills by participating in training provided by partners through digital platforms. One of the Kartu Prakerja partners is the Skill Academy from Ruangguru. At the same time as the Kartu Prakerja was introduced, the CEO of Ruangguru served as Presidential Special Staff. This brought negative perception from the public because it was considered that there was a conflict of interest in the collaboration, which had an impact on the company's image of Ruangguru. Then, via the Ruangguru website in August 2020, Ruangguru had launched a Bimbingan Karir Skill Academy program with free access to Kartu Prakerja participants and other Skill Academy users as a corporate social program, in Ruangguru's support for the competitiveness of Indonesian workers during a Covid-19 pandemic. However, it turns out that there are still negative perception from the community towards Ruangguru. Thus, this study aims to determine how much influence the Bimbingan Karir Skill Academy program as corporate social responsibility has on Ruangguru's corporate image.

This research is a quantitative research with a causal objective. The research was conducted on people who know that the free Bimbingan Karir Skill Academy program from Ruangguru is Ruangguru corporate social responsibility program. The data collection technique was carried out by distributing online questionnaires using a Likert Scale. The sample in this study was 100 respondents using a purposive sampling method with a cross-sectional implementation time. The data analysis technique used descriptive analysis and simple linear regression analysis.

The results of the study stated that the realization of the Bimbingan Karir Skill Academy program as corporate social responsibility had a positive and significant impact on Ruangguru's corporate image. The effect of the corporate social responsibility program on Ruangguru's corporate image is 15.2%, while 94.8% is influenced by other factors not examined in this study.

Keywords: Corporate Social Responsibility, Corporate Image, Corporate Social Program.